

Arizona County Lodging Indicators: February 2007

County	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	This	%	This	%	This	%	This	%	This	%
	month	change*	month	change*	month	change*	month	change*	month	change*
Apache County	45.1%	5.4%	\$62.08	10.2%	\$27.99	16.1%	12,307	6.9%	27,300	1.6%
Cochise County	85.8%	9.3%	\$63.85	10.0%	\$54.80	20.3%	59,736	6.7%	69,608	-2.3%
Coconino County	42.5%	-3.2%	\$62.36	10.5%	\$26.49	7.0%	120,827	-3.2%	284,452	0.0%
Gila County	72.4%	3.3%	\$63.36	5.5%	\$45.89	9.0%	21,799	3.3%	30,100	0.0%
Graham County	86.4%	14.6%	\$71.08	11.8%	\$61.43	28.2%	9,147	14.6%	10,584	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	79.5%	-3.3%	\$146.85	6.0%	\$116.71	2.4%	1,147,861	-4.0%	1,444,380	-0.7%
Mohave County	58.3%	-14.4%	\$67.54	8.9%	\$39.40	-6.7%	69,464	-12.6%	119,084	2.1%
Navajo County	51.7%	11.9%	\$54.59	7.6%	\$28.23	20.4%	47,407	11.9%	91,672	0.0%
Pima County	84.0%	2.9%	\$137.00	10.9%	\$115.07	14.1%	363,729	2.8%	433,020	-0.1%
Pinal County	83.6%	-1.3%	\$92.48	6.4%	\$77.33	5.1%	34,156	1.9%	40,852	3.2%
Santa Cruz County	79.4%	0.9%	\$73.98	10.1%	\$58.75	11.1%	20,211	1.0%	25,452	0.0%
Yavapai County	60.4%	-10.0%	\$103.52	9.9%	\$62.55	-1.1%	76,499	-9.5%	126,616	0.6%
Yuma County	93.1%	3.6%	\$85.64	8.7%	\$79.69	12.5%	69,491	3.5%	74,676	0.0%

County	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	YTD	%	YTD	%	YTD	%	YTD	%	YTD	%
		change*		change*		change*		change*		change*
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Greenlee County	n/a		n/a		n/a		n/a		n/a	
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n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.